

Another
RECORD
year for

INDIANA TOURISM

Visitor spending resulted in \$9.3 BILLION in total economic impact.
The 8th Consecutive Year of Growth.

ALMOST
81 MILLION
TOTAL VISITORS

One Million More Visitors
+ 1.3% over the previous year

Indiana hosted
457,000 trips from
international visitors



Innkeepers tax collections
rose to \$104 Million (+ 3%)



Record High Overnight Visits!
31.6 Million Person Stays

49.5 Million Day Trips

VISITORS
SPENT A **RECORD**
\$13.2 Billion
in Indiana
+ 4.2% over previous year



VISITORS
SPENT

\$163 per trip
+ 2.8% over the
previous year

\$3.7 B
food and
beverage

\$2.9 B
shopping

\$2.3 B
entertainment
and
recreation

\$2.1 B
lodging

\$2.1 B
transportation

TOURISM DRIVES INDIANA'S ECONOMY

- **\$9.3 Billion** contribution to Indiana's Gross State Product
- **71¢** of every visitor dollar stays in Indiana



**TOURISM
EMPLOYED**
152,600
people
2% over the
previous year

**SAVES
\$566**



TOURISM SAVES HOOSIERS MONEY

Without Tourism, each
Indiana household would
pay \$566 more in taxes.

TOURISM SUPPORTS STATE & LOCAL GOVERNMENT
\$1.4 Billion generated in tax revenue. This could pay for
35% of all police and fire expenses across the state.

VISITOR SPENDING
INCREASED
**4.2% OVER
PREVIOUS YEAR**



VISITOR SPENDING SUPPORTS
203,900 INDIANA JOBS
Tourism is responsible for
5% of all Indiana jobs



Indiana Office of Tourism Development

This is the seventh consecutive year tourism's economic impact was measured. This study used data from 2018, the most recent year complete data was available. The study was commissioned by IOTD and conducted by Rockport Analytics, an independent market research and consulting company that specializes in economic impact and feasibility studies for the travel, tourism and hospitality industry.

www.VisitIndianaTourism.com